

EC'd Yes    Last Received: 09/18/2012 5:49 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) MAJORITY PAC  
Product SENATE MAJORITY PAC  
Estimate# 1814  
Buyer Spencer Wood  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 94/100/1814  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 3,900  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	5A-6A	WAVY NEWS-5A	:30	\$700.00	09/24-09/24	1	1	1	\$700.00	
	2	SU	7A-8A	WAVY NWS SUN7A	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
	3	M	9A-10A	TODAY SHW2-NBC	:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
	4	M	12P-1P	WAVY NEWS10-NN	:30	\$300.00	09/24-09/24	1	1	1	\$300.00	
	5	SA	7P-8P	ENT TONITE60 W	:30	\$300.00	09/22-09/22	1	1	1	\$300.00	
	6	M	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
	7	SA	1130P-1A	SAT NITE LIVE	:30	\$800.00	09/22-09/22	1	1	1	\$800.00	

---REPORT TOTALS---

Report Totals: 7 / \$3,900.00

---SALES MONTHLY TOTALS---

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Sep 12: 7 / \$3,900.00  
Sales Totals: 7 / \$3,900.00  
Station Totals: 7 / \$3,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$9,750	CATV 0%	WAVY 40%	WGNT 0%	WPXV 0%	WTKR 36%
		WTVZ 0%	WVBT 13%	WVEC 11%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE